



FOR YOUR INFORMATION

YVETTE ROBINSON

DATE: January 17, 1996
TO: Bob Ferrin
SUBJECT: CLUB B&H PRESENTATION

I MET WITH INA AND MIKE MAHAN LAST NITE AND REVIEWED THE PRESENTATION. HERE ARE HIS SUGGESTIONS:

HAVE MARKET SHARES, BENSON & HEDGES SDI.
MENTHOL SDI'S - SHOW COMPETITIVE SDI'S. WHAT IS THE
NUMBER ONE CIGARETTE AMONG AFRICAN AMERICANS.
WHAT IS THAT BRANDS PERFORMANCE IN THOSE MARKETS.

LOOK AT THE PROFILE OF RETAIL OUTLETS IN THESE MARKETS
HOW MANY ARE DESIGNATED AD AFRICAN AMERICAN
STORES

WHAT ARE THE NO1 BRANDS AMONG AFRICAN AMERICAN
CONSUMERS?

RELATIVE TO OTHER 100'S, WHICH 100'S ARE FREE STANDING
BRANDS?

PAGE 2 - THIRD BULLET - WHEN AFRICAN AMERICANS SEE A
MUSICIAN/ SPORTS FIGURES CLOTHES- **REMOVE ENTIRE BULLET!!**

PAGE 3 - FIRST BULLET - ACHIEVE "BIG BRAND" CHANGE TO
ACHIEVE COMMUNITY PRESENCE AMONG URBAN/ ETHNIC MARKET

PAGE 3 - THIRD BULLET - VOLUME - "TRIAL" SHOULD BE THE
SUBSTITUTE WORD

HE ALSO SUGGESTS THAT YOU USE CHARTS. I TOLD HIM IN
YESTERDAYS REVIEW YOU HAD CHARTS. AGAIN, THESE ARE JUST HIS
SUGGESTIONS, CALL ME IN THE AM. THANKS.

JYR/ CC

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